

GOVERNMENT OF TELANGANA
ABSTRACT

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT DEPARTMENT – Greater Hyderabad Municipal Corporation - Erection of LED display board on the Foot Over Bridge on Pilot basis – Relaxation of the Advertisement Guidelines of G.O. Ms. No.68, dated: 20-04-2020 – Orders – Issued.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (GHMC.II) DEPARTMENT

G.O.Rt.No.156

Dated: 15.03.2024

Read the following:-

1. G.O.Ms. No.68, MA&UD (GHMC.II) Department, dated: 20-04-2020.
2. From the Commissioner, GHMC, Hyderabad Letter No. /Advt./GHMC /2024, Dt.09.03.2024.

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ORDER:-

In the circumstances reported by the Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad in the reference 2nd read above and after careful examination of the matter, Government hereby accord permission to display of LED digital static advertisement boards, with ad rotation period of 10 seconds above 15 feet from ground level on the Foot Over Bridges (FOBs) at LV Prasad eye hospital and MJ college, by relaxing the advertisement guidelines, for a period of six months, with further extension of six months on performance basis, subject to the condition that the agency shall pay advertisement fees @ Rs 5,500/- per square meter per year on experimental basis. After the completion of trial period, a separate proposal is submitted by the Agency, regarding the tenure and the rates to be finalized by the GHMC with the approval of the Government.

2. The Commissioner, Greater Hyderabad Municipal Corporation, Hyderabad shall take necessary further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)

M. DANA KISHORE
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Commissioner,
Greater Hyderabad Municipal Corporation, Hyderabad
Copy to:
P.S to Special Secretary to Chief Minister.
OSD to Principal Secretary to Government, MA&UD Dept..
P.A. to Spl. Secretary to Government, MA & UD Department.
Sf/Sc

// FORWARDED :: BY ORDER //

SECTION OFFICER